



SOCIAL MEDIA GUIDE

Social media is a powerful tool for mayors to use to highlight the impact of national service, thank those who serve, and draw more people into service. We strongly encourage mayors to use social media to build buzz and engagement in the days leading up to and on April 1. Included below are a few ideas and suggestions to get you started. Please direct any questions to pressoffice@cns.gov - we're happy to connect with you!

Hashtags

CNCS will use the #mayors4service hashtag. Be sure to use it too, so we can retweet all the great messages you're sharing and start a national conversation. Other official accounts include @AmeriCorps & @SeniorCorps. And if you're using social media networks not listed below (Instagram, Pinterest, Flickr) please use the #mayors4service hashtag too. We'd hate to miss any of the good content you're sharing.

Twitter

Here are some sample tweets to get you started. More information on national service in your state can be found [here](#) or in your city profile. Make sure to take and share photos.

- Excited to join the 2015 Mayor's Day of Recognition for #nationalservice on April 7, 2015. I'm a #mayors4service
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [CITY] because _____. #mayors4service
- RT to thank the [#] @AmeriCorps & [#] @SeniorCorps members serving in [CITY] this #mayors4service day.
- #NationalServiceWorks/#AmeriCorpsWorks/#SeniorCorpsWorks for [#EDUCATION/#VETERANS/#HUNGER, etc.] in [CITY] through [ORGANIZATION]. #mayors4service
- Has @nationalservice touched your life? To celebrate #mayors4service, share your favorite moment.
- The @AmeriCorps A travels far & wide. It's even here in [CITY]. #mayors4service
- [@nationalservice](#) is getting things done for America. @AmeriCorps & @SeniorCorps members are doing so [CITY]. #mayors4service
- Did you know [NUMBER] @AmeriCorps & @SeniorCorps members are helping make {CITY} stronger, safer, and healthier. #mayors4service

Facebook

Badges and graphics are available on our [Resources page](#) and we've included a few additional ideas for engagement below. Please tag the official [Corporation for National and Community Service](#) or [AmeriCorps](#) or [Senior Corps](#) pages so we can see your great posts.

- Consider posting a thank you message and photo or graphic and ask the members, volunteers, alumni to tag themselves in it.
- Facebook users love fill-in-the-blank questions, so post something like: "National Service works for [CITY] because _____."

